

Assessment

1a. Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope.

TIP: Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

Like this: To create a exhibition on the automobile industry examining the contributions of blue collar workers.

1a) Describe the primary project goals. *(Please limit to three.)*

1b. For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback.

Like this: A number of complex ideas, such as worker roles under unionism , will be explored in post-exhibition discussion. Discussions will be facilitated, observed and recorded.

1b) Explain the criteria you will use to determine how successful your project has been.

Assessment

2a) Describe how project activities will be implemented.

2a. Please use up to three statements to address the main activities of the project.

Like this: Following tours, facilitators will develop formats and conduct discussions integrating important issues.

2b) Explain how you will determine how effective the implementation strategies have been.

2b. For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

TIP: If you have trouble describing how you will know, the project activities may need further refinement.

Like this: Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

Assessment

3a. Many activities confer economic benefit.

TIP: Use all the things you will do that either cause increased activity directly or indirectly.

Like this: Advertising will be increased to a 150-mile radius, more use will be made of radio and TV, dinner packages will be arranged with Mrs. Potter's Restaurant and merchandise discount coupon tie-ins will be created with other local merchants, all to increase economic activity.

3a) Describe how the program will enhance Michigan's economy, communities and families.

3b. Remember, you need to have goals in order to be able to measure results against them.

TIP: Try to quantify what you want to happen.

Like this: Using previous years' figures, a base of expenses will be calculated and this year's expenditures on advertising, etc., will be measured against the base. Also, coupons will be counted and the restaurant will be asked to keep track of combination packages. Ultimately these latter figures will form a new base for next year's projections.

3b) Explain how you will determine how the program enhanced Michigan's economy, communities and families.

Assessment

4a) List your target audience(s) and how you plan to serve them.

4a. Identify your target audience(s) in a single statement, then say how you plan to serve them. The target audience(s) may consist of members of a particular demographic group (e.g., children or seniors), residents of a particular region, et cetera.

TIP: Your target audience(s) should be implicit in your primary project goals. Outcome statements about service to the target audience(s) are likely to be components of project activities.

Like this: Non-traditional, first-time attending adults connected with the auto industry.

4b) Explain how you will determine the success of the project in serving the target audience(s).

4b. Describe how it should be determined that the project was successful in serving the target audience(s).

TIP: It's not that everyone, as in the example above, is not welcome. They are simply not a "target" audience for this project. (The assessor may also provide feedback about the perceived appropriateness of the target audience(s) for this project.)

Like this: Adults will be queried about previous attendance patterns at the time of ticket pickup, and first-time attending adults will be issued color-coded tickets. They will be counted.

Assessment

5a. Please provide up to three statements about how your proposal and subsequent implementation will be planned collaboratively with your audience.

TIP: It may be that you meet with audience members to find ways to increase access, understand programming needs, etc., before you write your proposal, or that you intend to meet with them before putting final schedules together. You may give them membership on a selection committee, et cetera.

Like this: Representation from our three major audience segments — special needs, pre-schoolers and senior adults — will be chosen to sit as members on our exhibition advisory committee.

5a) Describe how you will coordinate collaboration between your organization and participating artists, educators, and members of the community served.

5b. For each statement in **5a**, describe both how you will decide whether the collaboration has been successful and how the assessor will get the information. The assessor will provide feedback based upon data you provide.

TIP: These things need to be observable and verifiable.

Like this: Advisory committee members will be available to the project assessor to talk about the process. Also, a brief feedback form will be obtained from them at the end of each meeting.

5b) Explain how you will determine whether collaborative planning was appropriate and successful.

Assessment

6a) Describe the goals to ensure quality for this project.

6a. Quality may be the most difficult question, especially when it comes to being able to measure the outcome. Still, it is important that we not ignore how good something is; it is not enough to “just do” things.

TIP: Remember that quality is situation-specific. An exhibition by a local historical society should not be expected to be of major museum quality. However, there should be, at the same time, a sense that the potential of the organization has been fully tapped.

Like this: The complexity of the interpretive plan for this project will stretch the skills of both the designer and the fabricator. Audience’s understanding of the exhibitions complex themes will be considered.

6b) Explain how you will determine how well the quality goals for this project have been met.

6b. Like this: Feedback from post-tour discussions, public reviews, expert testimony, rating cards, and material from other appropriate sources will be combined to create a “quality picture” of the event.